



MARKET TREND REPORT

Any Market in the United States

Lodging Econometrics' **Market Trend Reports** supply every lodging real estate fact you need about a particular United States market gathered together in one place. Each report includes a suite of summary tables and all individual Construction Pipeline and Transaction records. These reports inform your analysis and decision-making about any market where you own and/or operate existing properties, are planning development, contemplating acquisition/disposition activity, or performing market due diligence.

Compiled from LE's global **New Construction, Development, Transactions, and Ownership and Management Databases, Market Trend Reports contain critical intelligence on all lodging real estate activity, so you can quickly make confident strategic decisions. The report provides detailed summaries of all Pipeline and Transaction Activity by:**

- Market Tract
- Chain Scale
- Hotel Size
- Location
- Leading Companies and Brands

Market Trend Reports also contain **Individual Records with full details on Pipeline projects, including project stage, the latest construction start and projected opening dates, full hotel letterhead, room count, chain scale, brand, developer and management. The report also includes individual records for all Transactions, with date of sale, chain scale, brand, hotel size, selling price, and, when available, buyer and seller details.**

All lodging real estate records for a particular market are presented, including:

- New Construction
- Halted, Cancelled and Postponed Projects
- Brand Conversions and Announced Renovations
- All Transactions and Property Transfers for the previous four quarters
- Open Hotels Known to be Distressed

Each Market Trend Report also includes LE's renowned quarterly **Executive Summaries**, providing the latest commentary and analysis on Construction Pipeline and Transaction Trends from LE's roster of global real estate specialists.

Quickly become an expert on lodging real estate in your markets of interest! Market Trend Reports can be ordered at any time and are available for your immediate analysis. To place your order for a Market Trend Report for any US market, call our lodging real estate specialists today!

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Each LE report comes with a Client Satisfaction Guarantee. If your purchase does not meet your expectations, simply return it within 30 days and we will issue you a full refund.

PIPELINE METRICS
Boston, Massachusetts

AI Q1 2012	Prior Hotel Openings			Current Supply			Construction Pipeline (1)			Forecast for New Hotel Openings (2)				
	2010	2011	AI Q1 2012	Under Construction	12 Months	Early Planning	Total Pipeline	Q1 2012	Q2-Q4 2012	2013	2014	2014 & Beyond		
Market Tract	73	18,365	2	248	6	776	8	1,652	13	2,667	2	258	13	2,200

MARKET TRACT BY CHAIN SCALE
Boston, Massachusetts

AI Q1 2012	Prior Hotel Openings			Current Supply			Construction Pipeline (1)			Forecast for New Hotel Openings (2)				
	2010	2011	AI Q1 2012	Under Construction	12 Months	Early Planning	Total Pipeline	Q1 2012	Q2-Q4 2012	2013	2014	2014 & Beyond		
Market Tract	73	18,365	2	248	6	776	8	1,652	13	2,667	2	258	13	2,200

TRANSACTION METRICS - LAST 4 QUARTERS
Boston, Massachusetts

AI Q1 2012	Transactions with a Reported Selling Price	Other Individual Transactions	Portfolio Sales	Merger Transfers	Total Hotels Sold or Transferred	Hotels Known to be Distressed
Market Tract	1	285	2	1,014	1	79

TRANSACTIONS WITH A REPORTED SELLING PRICE
Last Four Quarters - Sorted by Chain Scale, then Market Tract

Hotel Description & Transaction Details	Buyer	Seller
W Hotel 100 Street 01 Boston P: 617 261-6700 F: 617 261-6725 Market: Boston, MA Location: CBD Tract: Boston Downtown/Airport Date of Sale: Jun 2011 Selling Price: \$30,300,000 Price per Room: \$300,000 Room Count: 235 Year Built: 2009 Chain Scale: Luxury Individual Sales - With a 100% Ownership Interest Acquired	PubliMarket, Hotel Trust OneStar 2 The Woodlands Blvd Ste 8 1920 The Woodlands TX 77380 P: 281 587-1308 F: 281 386-5763 PubliMarket Hotel Trust purchased the W Hotel property as part of the auction CH111 reorganization for \$20.5 million. Borrowed all monies to finance the property.	Bevco Enterprises OneStar 200 Newbury St. 4th Fl Boston MA 02116 P: 617 262-2880 F: 617 262-7777

IDEAL FOR

- Developers
- Strategic Planners
- Feasibility & Analyst Groups
- Acquisition Officers
- Business Development Executives
- Asset Managers
- Revenue Managers
- Industry Consultants
- Appraisers
- Lenders

LE ALSO SUGGESTS

- United States Construction Pipeline Trend Report
- United States Transaction Trend Report
- Individual Sales Comp Records

LE'S REAL ESTATE INTELLIGENCE IS YOUR STRATEGIC ADVANTAGE